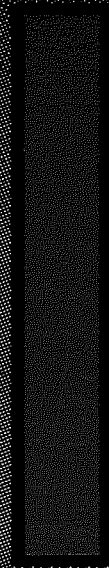


Internet Strategy: Using the Internet to subvert Proprietary Services

Brewster Kahle
Sept 1, 1995
DRAFT presentation

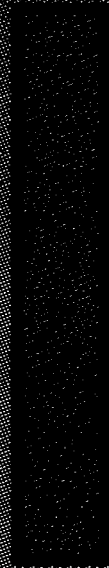
Current Online Services

IPs



Prodigy

IPs



CompuServe

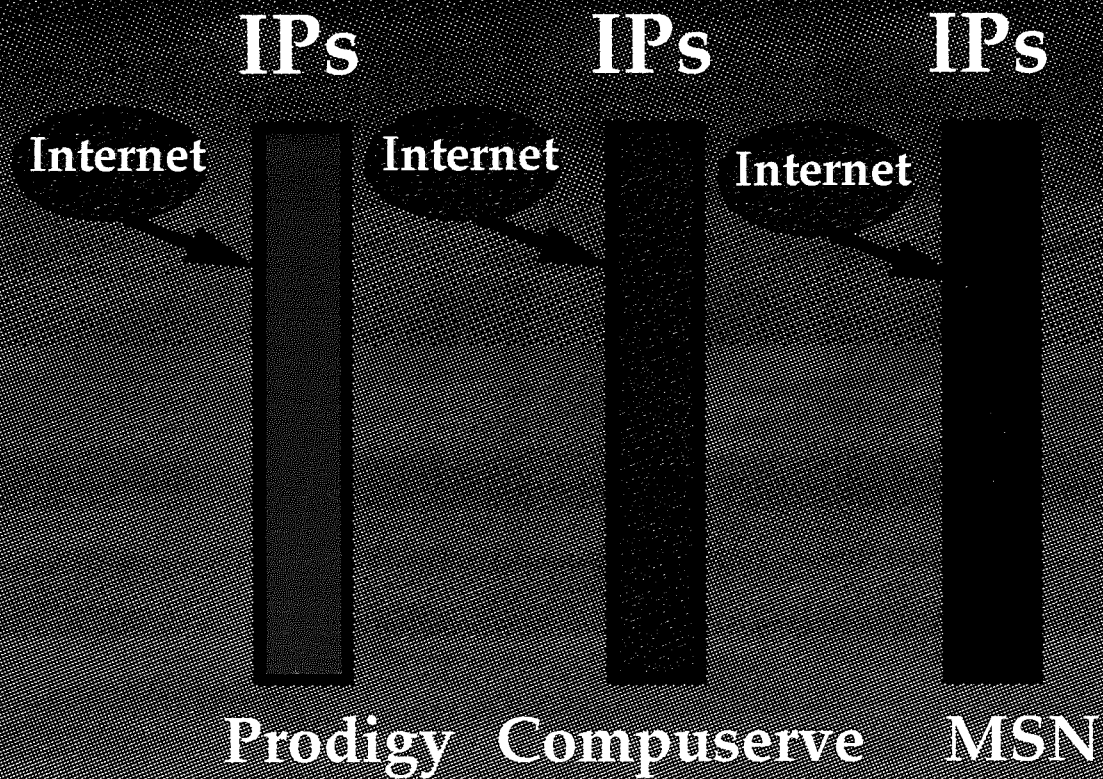
IPs



MSN

◇ Proprietary and Exclusive

Old Strategy: Window on the Net

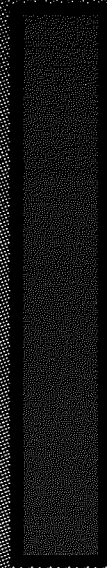


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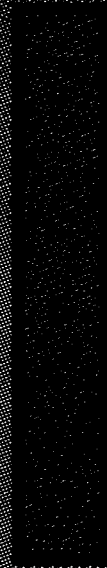
Current Online Services

IPs



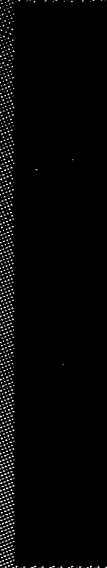
Prodigy

IPs



CompuServe

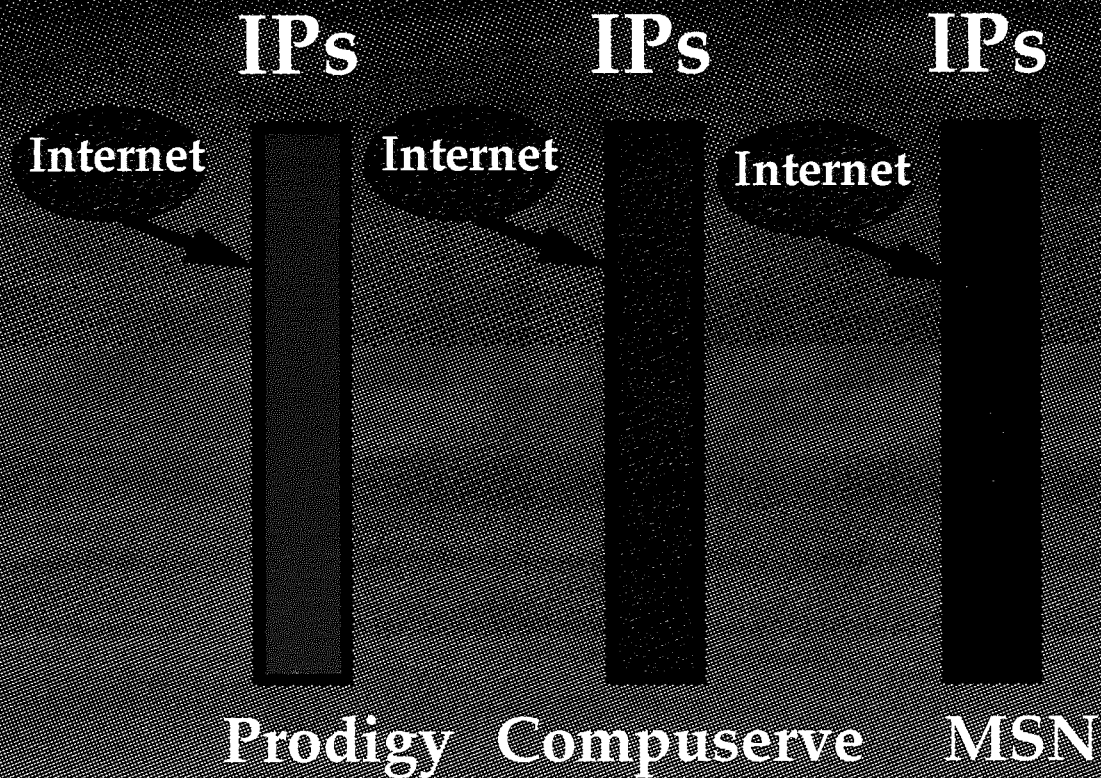
IPs



MSN

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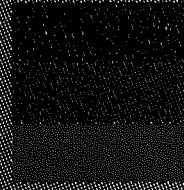
AOL Integrates with the Net

IPs IPs IPs



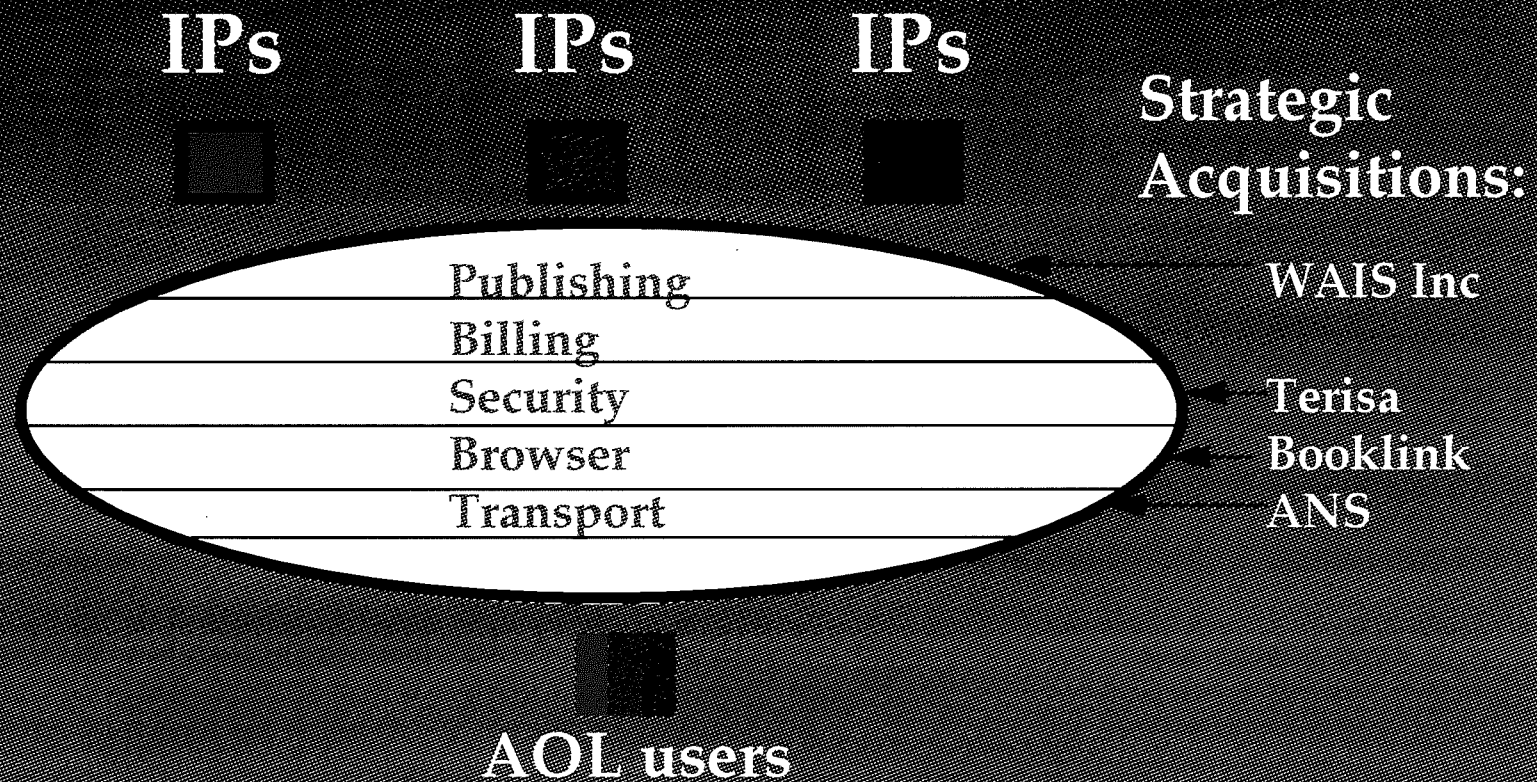
Internet

Web, Email, Netnews, Gopher, WAIS



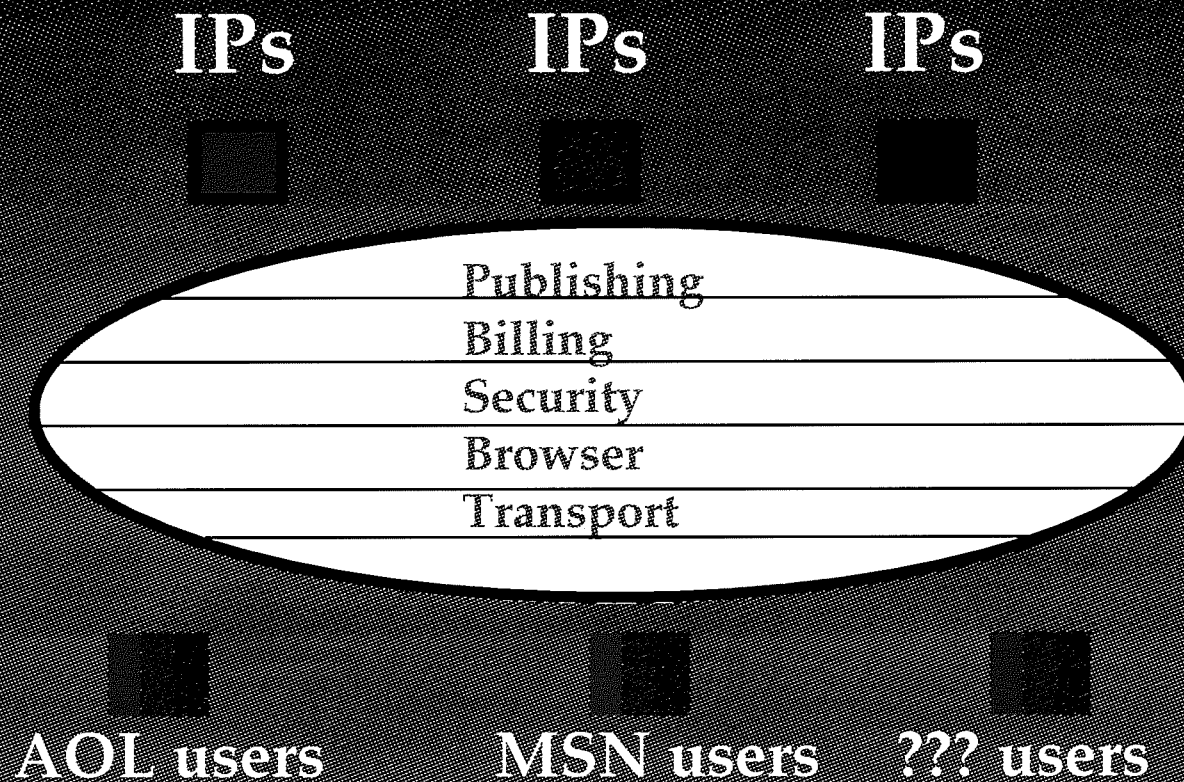
AOL users

AOL as Driver of the Net



◇ Open Systems can be Shaped

Forces Others to the Open Platform



◇ AOL Programming Adds Value

◇ IPs get maximum distribution

GNN Publishing

	EZ Publisher		
Content is ready. Select publishing actions:			
<input type="checkbox"/>	Secure the Content		
<input type="checkbox"/>	Set up Billing for all media outlets		
<input type="checkbox"/>	Mirror digital copy on AOL Site		
<input type="checkbox"/>	Publish to the World		
<input type="checkbox"/>	Advertise the Content online		
<input type="checkbox"/>	Sell advertising space within		

Payoffs in Driving the Net

- ◇ Pushing standards decreases Time to Market
- ◇ We take the moral high ground (Openness)
- ◇ We force our competitors to bring their content into the open

When will Open win over Proprietary?

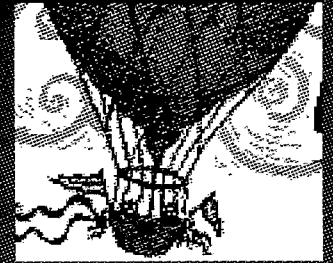
Milestones to watch for:

- ◇ Microsoft announcing it will open MSN modules
- ◇ Microsoft actually opens MSN modules
- ◇ Open systems companies get funded
- ◇ Open systems companies band together
- ◇ Analysts/Wall Street focus on these Open Systems companies

Strategic Actions for AOL

- ◇ Push GNN Service
- ◇ Use GNN to builds open Internet infrastructure. E.g.:
 - ◇ Content Aggregation
 - ◇ Billing Services
 - ◇ Game Hosting and ticketing
- ◇ Push Open Standards aggressively

My Plans for GNN



- ◇ Oct 1 1995: Financial and Technical Plan
- ◇ Oct 7 1995: Plan Funded
- ◇ Oct 10 1995: GNN Initial Service Launched
- ◇ Jan 1 1996: Core team built with partnerships throughout AOL
- ◇ Mar 1 1996: Launch next generation Web Searcher
- ◇ . . .

What I need now

- ◇ Ok to do my plan
- ◇ Suspend dismanteling of WAIS Inc
- ◇ Need support from you guys to talk with your people
- ◇ Need to talk out-of-house about this
- ◇ Not to be surprised when it will take ~100 people to realize the plan